



4) OUR STAFF



Dr. Morrel-Samuels received an M.A. in Research Methodology from the University of Chicago, as well as a Masters of Philosophy and a Ph.D. in Experimental Social Psychology from Columbia University. He has more than 25 years experience designing and analyzing assessments for employees at large corporations. He is currently a Lecturer at the University of Michigan where he teaches graduate-level courses on survey design, statistics, and research methodology.

Other previous academic appointments include faculty positions at Columbia and the University of Michigan Business School. In addition, he has held research positions at IBM, HP, the University of Chicago, and Yale. His published articles have appeared in *The Journal of Experimental Psychology*, *Behavioral Research Methods*, *The Journal of Personality & Social Psychology*, *California Management Review*, *Physician Executive*, and *Harvard Business Review*, among others; (his first HBR article was on the design of assessments in the workplace, and his second was on web-based surveys). Practical experience includes assessment services for non-profit organizations, (e.g., Blue Cross-Blue Shield), government agencies (e.g., the Department of Justice), and numerous Fortune 500 companies (e.g., FedEx, GM, California Edison, Bank of America, Xerox, Sprint, Coca-Cola, Sears, and Disney). He is the author of several patented employee assessments, and has been an expert resource for the *New York Times*, *Detroit News*, and the *Wall Street Journal*.

Dr. Morrel-Samuels has testified as an expert witness for Congress on employee motivation and its linkage to objective performance metrics. He has also served as an expert witness for both plaintiffs and defendants by providing statistical analysis of very large data sets in three types of lawsuits: employment discrimination cases; contract disputes; and litigation that hinges on surveys, assessments, or employee evaluations. He assisted the NAACP in its amicus brief for the Ricci discrimination case in New Haven, was the sole statistician in a successful \$100M breach of contract case (*Tower Automotive v. UNOVA*) that required analyzing 4 million rows of data, testified as an expert witness for the ICC's International Court of Arbitration in The Hague, and has

successfully withstood Daubert challenges—most recently from the City of Indianapolis in a large class-action discrimination case.

In addition to his current faculty position at the University of Michigan, he is also Chairman of the non-profit Workplace Research Foundation, and CEO of EMPA, Surveys for Business, a company that has designed and analyzed assessments for more than 7 million employees in over 47 countries.



Cathy Bean is EMPA's Principal Research Associate. She has a Bachelor's Degree in Environmental Science from the University of Michigan. Her experience includes 2 years performing industrial hygiene audits, monitoring asbestos removal, and managing staff assignments at Clayton Environmental Consultants, as well as 15 years working for the Michigan Department of Environmental Quality. During her tenure at the state, she monitored compliance of Municipal and Industrial permitted facilities that discharged waste water to surface waters. As part of her work, she was the state's lead administrator of the Rouge River Remedial Action Plan (RAP), a cleanup plan for Michigan's most polluted river. She also implemented a "state of the art" voluntary storm water permit program, the first of its kind in the Nation. Ms. Bean has had extensive experience interpreting regulations and evaluating compliance data.